

Funding Development Manager

Job pack

Thank you for your interest in working within the Citizens Advice service. This job pack should give you everything you need to know to apply for this role and what it means to work within the Citizens Advice service.

In this pack you’ll find:

* Our values
* 3 things you should know about us
* Overview of the Citizens Advice service
* The role profile and person specification
* Our approach to equality and diversity

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|  **Our values****We’re inventive.** We’re not afraid of trying new things and learn by getting things wrong. We question every idea to make it better and we change when things aren’t working.**We’re generous.** We work together, sharing knowledge and experience to solve problems. We tell it like it is and respect everyone**.****We’re responsible.** We do what we say we’ll do and keep our promises. We remember that we work for a charity and use our resources effectively. |
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|  | **3 things you should know about us** |

**1. Bridport and District Citizens Advice** is an independent local charity which is part of the consortium of Dorset Citizens Advice offices and a member of the National Citizens Advice service.**2. We’re here for everyone.** Our advice helps people solve problems and our advocacy helps fix problems in society. Whatever the problem, we won’t turn people away.**3. We’re listened to - and we make a difference.** Our trusted brand and the quality of our research mean we make a real impact on behalf of the people who rely on us. |

 **Overview of the Citizens Advice service**

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| The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of nearly 300 local Citizens Advice members.Bridport and District is a local Citizens Advice office covering an extensive area of West Dorset which includes 3 towns (Bridport, Beaminster and Lyme Regis) and 24 outlying parishes and parish groups. We are an independent local charity. We serve a population of about 37,000 people and help over 3500 clients a year with benefits, debt, housing, employment and other enquiries. We are supported by a small paid staff team and around 60 volunteers. We offer specialist services in benefits, including appeal tribunal representation, and debt advice. We work in close partnership with the other Citizens Advice in Dorset (CAiD) offices including jointly staffing the Dorset Adviceline telephone service.  |  |

 **The role**

 **Role profile**

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|  **Job Title:** |  **Funding Development Manager**  |
|  **Reporting to:** |  **Chief Officer, Bridport and District Citizens Advice** |
|  **Salary:** |  **£28,000 (gross FTE), £13, 622 actual** |
| **Job Type** |  **Permanent** |
|  **Hours of work** | **18 per week** |
|  **Location:** | Flexible: home working/office based; depending on successful candidate.Some flexibility around location of work will be required, such as attending the Bridport office. **Travel:** sometravel across Dorset Council area may be requiredto facilitateworking with other local Citizens Advice offices, partners and donors in the Dorset Council area.  |
|  **Role purpose:** | To support the work of the three local Citizens Advice (LCAs) in helping to drive their income generation strategy. The three offices – Bridport, Central, and East Dorset and Purbeck cover the Dorset Council area and operate under the umbrella of Citizens Advice in Dorset (CAiD). The post-holder will work closely with the LCA Managers, and the staff currently involved in income and business development on all income generation but will take specific responsibility for donor development and digital fundraising. The role is peripatetic but the postholder will have a base in the Bridport LCA office, and be line managed by the Bridport LCA Chief Officer.The post-holder will be responsible for initiating and maintaining contact with potential donors, high net worth individuals and corporate bodies and other relevant organisations, both inside and outside Dorset, to identify as wide and deep a range of potential income generation as possible. In this role the post holder will be responsible for using the existing research and development data held by the three LCAs and establishing a new database of potential corporate funders and high net worth donors. The post-holders work will be driven by the income generation strategy and funding targets in the document. Fundraising targets for the post-holder will be agreed on an annual basis. It is recognised that the first year will involve a significant amount of research and consolidation, and that will be reflected in the target setting process.  |
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| **Role Requirement** | **Activities**  |
| **Income Generation**  | * To lead in the planning, management and execution of a donor development strategy for CAiD and the constituent LCAs
* Plan, prioritise, and initiate digital funding strategies with CAiD and the 3 LCAs.
* Plan, prioritise, and initiate High Net Worth Individual donor development with CAiD and the 3 LCAs.
* Develop our corporate fundraising, including employee giving and matched giving from employers
* Support other marketing activities undertaken, where they may be relevant to income generation targets.
* Make risk analyses and balancing time-cost ratios to focus effort on the fundraising activities that are most appropriate and will have the highest benefit
* To assist in promoting the Citizen Advice brand to its key constituent audiences.
* Motivate and facilitate supporters to maximise the funds they raise
* Inspire new supporters to raise money, while maintaining and developing relationships with existing supporters
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| **Research and Development**  | * Develop and coordinate web-based fundraising
* Maintain and develop existing LCA databases of stakeholder contacts and information and build on the existing work completed by the LCAs and CAiD.
* Manage and update databases to record donor contact and preference information
* Contribute to researching and targeting charitable trusts
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| **Equality, Diversity & Inclusion** | * Contribute to a positive working environment in which equality and diversity are well-managed, dignity at work is upheld and staff perform optimally
* To communicate, liaise, and negotiate internally to ensure that there is an inclusive approach to the income generation process
* Work positively and collaboratively with volunteers who may be involved in fundraising activities
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| **Networking** | * Develop links with relevant individuals and organisations relevant to the role
* Use skills and competences to promote the organisation and foster good relationships with external organisations and supporters
* Promote the aims, achievements and impact of the organisation to potential supporters and organisations locally.
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| **Other duties**  | * To work with the LCA Managers, bid development staff and report to CAiD on developing philanthropy initiatives that engage new fund holders and maintaining existing relationships with key contacts and stakeholders
* Liaise with CAiD staff and volunteers to maintain a good working knowledge of our ongoing work and priorities.
* Develop new and imaginative fundraising activities, including organising events
* Raise awareness of the charity and its work at local and national levels, e.g. giving talks to groups or seeking photo opportunities with the media
* Participate in training and personal development events as required.
* Carry out such other duties which the organisation may from time to time require
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 **Person specification**

1. A track record in successful fundraising across a range of methods
2. Knowledge of the fundraising environment and Experience of corporate and individual donor fundraising
3. Proven ability to build and maintain relationships
4. Creativity, imagination and an entrepreneurial attitude towards fundraising
5. A proactive approach drive and enthusiasm to carry out projects to conclusion
6. The capability to work under pressure and meet deadlines
7. The ability to meet financial targets
8. Good organisational and project management skills
9. A self-starter with an ability to work independently across the three Local Citizens Advice offices
10. Good administrative and IT skills
11. High level communication skills, verbal and written.
12. Flexible attitude to working hours and able to attend evening and weekend events/meetings.
13. Committed to the principles and policies of Citizens Advice in Dorset.
14. Committed to the principles of equal opportunity and respecting diversity.

**Desirables:**

1. Knowledge of or experience in the wider charitable sector
2. Knowledge of the business sector and/or HNWI network within Dorset
3. Full driving licence and access to a vehicle.

The Citizens Advice service values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from people of all backgrounds. We particularly welcome applications from disabled, LGBT and Black, Asian and Minority Ethnic people, as they are currently under represented in our workforce